

OVERLAND BREAKS A WORLD'S RECORD

Makes Non-Stop Run of
4,370.1 Miles in Seven
Days.

Remarkable automobile performances are not as frequent these days as they were four or five seasons ago; the American automobile manufacturer has attained so very high a standard of production that may explain why so much unusual attention has been attracted during the last few days to a new world's performance record made by an Overland stock car, Model 90.

New from the factory, this Model 90 was taken from the salesrooms of the Carhart Motor Company at Oklahoma City, Okla., on March 19 and driven to the lobby of the Lee-Huckins Hotel. There the gear shift lever was disconnected from the low, middle and reverse gears and the gear box was sealed in high. The motor was started; the car left the hotel and did not return for seven days. That was April 5.

The Overland 90, driven by a relay of four drivers, ran night and day, the motor never stopping for 168 continuous hours. The drivers had no advantage of gear shifting during the two days of rain on muddy roads and the twelve to fifteen hours they spent each twenty-four hour day on good and bad city pavements, in the rush of traffic and on the Oklahoma roads. It has been said that if a motor car will stand up on an Oklahoma road it will endure in any other section of the world.

In these seven days and nights, during which the gear could not be shifted from high nor the motor stopped for carburetor adjustment or spark plug change the Model 90 broke the record for a test of this kind. The speedometer, carefully checked, showed that it had traveled 4,370.1 miles. That is practically one-sixth around the world, or a distance equal to a trip from New York to Los Angeles and back across the southern trail to Oklahoma City.

This remarkable non-stop performance in high gear exceeded the next best record ever made by 129.1 miles.

Another unusual record was attained by the four drivers of this Overland car. The A. A. record for a twenty-four hour non-stop gear sealed in high run is 587 miles. That mileage was made in Chicago, several makes of cars competing. On only one day of its run did the Overland fail to exceed the official A. A. record. That was the third day—an afternoon and night of rain, with muddy going under the axle.

The car then fell eight miles under the mark, but its performance was so unusually high that it averaged 524.8 miles for each day of the 168 hour run.

The motorist is interested in tests of this kind only as they point him to some feature of economy in operation and upkeep. The test made by E. R. Carhart, Overland distributor in Oklahoma, appears to be replete with such features. The judges of the contest were the president of the Chamber of Commerce of that city and the managing editors of the two leading daily newspapers. Examination of their records of the Model 90's record breaking trip shows:

1. The car made a trip, exclusively in high gear, through city traffic over country roads, with two days of steady Oklahoma downpours to contend with, at a cost of 17-100 cents for gasoline and oil for each of the 4,370.1 miles traveled.

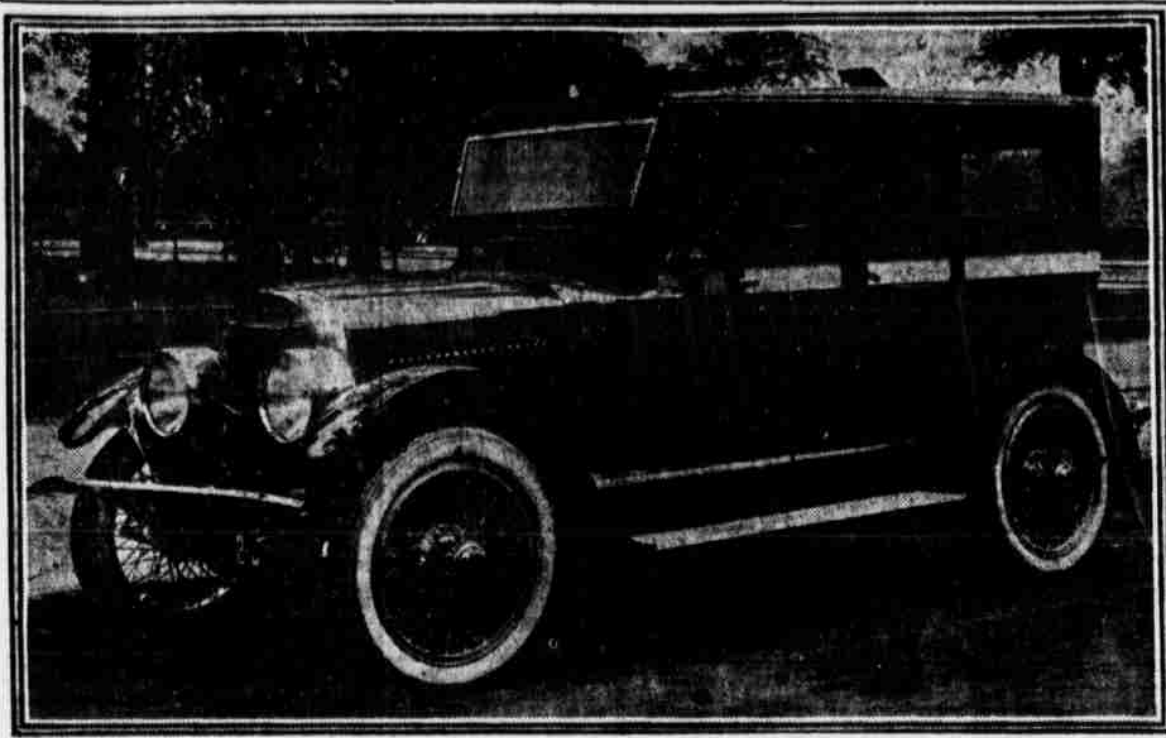
2. Gasoline can be saved by proper shifting of gears under varying traffic conditions. The Model 90's record is declared to be unusually good under the no gear shift condition. Burning a 25 test gasoline, it averaged 20.66 miles for each gallon.

3. Only 4 1/2 gallons of oil were needed. The oil cost \$4.70.

4. Champion spark plugs were used. None was changed or adjusted during the seven days' continuous driving.

5. Federal tires were used. There were three punctures only. Wouldn't the man or woman who drives be content to undertake a transcontinental trip if he thought it would cause no more tire trouble than that?

New King "8" Limoudan, a Special Body



Another special body design is now offered to the critical New York public by the King Car Corporation, distributors of the King "8." The design for the car incorporates the ideas of W. R. Vogler, manager of the King Car Corporation, and combines the desirable features of both the Limoudan and sedan. This new car has been christened Limoudan by W. R. Nesbitt, vice-president, who also originated the name Sedanette for the King four-passenger closed car recently described in these columns.

Completely enclosed by large windows of crystal clear plate glass, the King Limoudan defies the weather man to do his worst. But when summer breezes blow and skies are clear its heavy windows speedily sink out of sight in obedience to the turning of conveniently located window regulators. The large light of polished glass which

divides the front seat from the rear may be lowered in the same manner, and thus the owner may, on occasion, be his own chauffeur and still retain the pleasant sociability afforded by a sedan.

Its sumptuous cushions, upholstered in harmonious and enduring cloth, with which the whole interior is decorated; its silk shades, its extraordinary roominess, its artistic dome light and conveniently located reading lights in the back corners, enclosed behind frosted out glass; its four wide opening doors and the completeness of every detail of its equipment, leave no doubt that every resource of the modern body builder's art has been exercised in its construction.

The double upper eash of the wind shield—even the newly patented adjusting arm by which they are operated—designed for each minor detail of many convenient features, such as the vanity

case, dear to feminine hearts, and cigar holder and match box for the master or his guests.

An interior telephone and electric busser connect the front and rear compartments, and metal lined ventilators at top of both compartments give access to fresh air when the car is otherwise securely closed in cold or stormy weather.

In stately beauty and elegance, the exterior design and finish of the Limoudan are in thorough harmony with its interior appointments. It is mounted on the standard King chassis, which gave new proofs of its sturdiness and efficiency as war ambulance and armored car for the marines and United States Army in the world war.

The new model achieves a full measure of luxuriousness seldom found in such complete accord with practical utility.

Van Patten, Inc., Executive Goes to Carlisle Tire Co.

With the momentum that the Carlisle Cord Tire Company is getting and with its factory at Stamford, Conn., practically an accomplished fact, it is gradually building an organization of men known to one another and whose capacity and efficiency have been demonstrated.

This week, as general sales manager and advertising director, Clarence V. McGuire, up to now vice-president of Van Patten, Inc., the advertising agency, was selected. McGuire is no stranger to the tire business, having seen long service in the advertising department of the United States Tire Company in the days when J. M. Gilbert, now one of the controlling factors in Carlisle affairs, was general manager.

Thereafter he successfully and successfully handled the advertising of a number of automobile companies, scoring a notable success in a merchandising way. Incidentally he has handled Carlisle advertising from the first, and is, therefore, thoroughly familiar with the ideas and ideals of the company with which he is now associated. In entering the organization he becomes a director with the other associates of the company and a member of the executive board. Temporarily he will have his offices in Andover and New York. As soon as the Stamford factory is completed, however, he will make his headquarters there.

NEW TIRE RECORD SET BY FRANKLIN

Average Is 14,500 Miles to Set
on This Light Weight
Car.

Smashing its best previous national tire record by more than 4,500 miles, or nearly 50 per cent., and practically doubling the best existing figures available for other makes, the Franklin car has just captured another national record for economy. Figures proving a new average tire mileage of more than 14,500 miles to every set have been disclosed in the countrywide investigation of the facts conducted by the Franklin Automobile Company of Syracuse, said yesterday Glenn A. Tisdale, 1830 Broadway, New York, distributor of Franklin cars.

Results are based entirely on figures submitted by owners and are the outcome of a great mass of data, with the elimination of all special cases not backed up by the actual speedometer readings of the owners and drivers of the cars.

More than two years were required for the completion of the mileage reports. It is significant that the series nine Franklin, on which the investigation was based, was first put out in the fall of 1915, and in nearly every case the original tires lasted through the first two seasons during which the car was used. So great was the life of the tires that despite the lapse of two full seasons of use many owners were unable to report a complete mileage for their cars and instead submitted figures showing what mileage the tires had run to the date of the investigation.

Several scattered reports to the Franklin offices during the compilation of the records show that certain tires have been used far in excess of 30,000 miles, but as these reports in nearly every case were submitted by individual tire dealers and not by the owners themselves, the figures were not included in the national average.

The figures covered every type of Franklin of the present series, both open and enclosed. Every section of the country was represented and interesting facts of climatic and geographic conditions and their effect on tires also were obtained.

Less than 8 per cent. of the tires were discarded because they were worn out. Many of the tires exceeded the 20,000 mile mark, and better than 10 per cent. covered 15,000 miles and were still in use on the cars.

REOS PROVE TO BE "BEARS."

Big Fleet Used in Bear Mountain Sightseeing Service.

The Commissioners of the Palisades Interstate Park, an unpaid and non-partisan board, appointed by the Governor of New York and New Jersey, charged with the administration of the largest public playground in the State, comprising over 40,000 acres, are the largest users of Reo Model F chassis automobiles in the State.

In order to give people with no motors an opportunity to view the beauties of the interior of the park the commission has organized a sight seeing service. The fleet consists of twenty-five Model F chassis, on which have been mounted specially constructed bodies with a capacity of nineteen passengers each. This is the hardest possible test for the stability of an automobile, as these cars in their mountain trips are constantly ascending and descending considerable grades.

Last year ten of these cars carried more than 100,000 passengers without a single mishap.

Only a Start Made for Good Roads.



While many, America's appropriations for highways may seem formidable, to the ardent good roads agitator it is but a start toward a much needed, long delayed development, says the B. F. Goodrich Rubber Company.

In comparison with population, both England and France have made and are making more progress than has America. Congress has appropriated \$275,000,000—for expenditure up to and including 1924—for improvement of the 2,500,000 miles of roads in the

United States. France plans to spend \$152,000,000 on her national system of highways, which comprise 65,000 miles. England has appropriated \$50,000,000 for expenditure on her 150,208 miles.

England has 239 citizens to every mile of road; there are 108 Frenchmen to every mile; and in America there are but 42 people to the mile. On the basis of these figures, the highway system of the United States will not equal the ratio of French mileage to area until we have 5,000,000 miles of highway, while 7,500,000 miles will be necessary to meet the English ratio.

He attributed much of the success of the running to the use of Globe tires, which during the entire month did not once call for a road stop. In talking to President J. D. Liner of the Globe company this motorist said that one of the tires has already traveled 13,000 miles, which is perhaps one of the most remarkable tire records made. The three other Globe tires on this car have run 8,000, 5,000 and 8,000 miles respectively, and while there is indication of wear the owner expects to equal the record of the first Globe he bought.

18,000 MILES ON ONE TIRE.

Globe User Tells of Fine Results Despite Long Tours.

The practicability of depending on the automobile for fixed runs which must not consume more than a predetermined time was demonstrated again by a well known motorist who made daily trips between New York and Atlantic City. Railroad time was equalled, and the precision with which the runs were made would incite the envy of the exacting train officials. This motorist left at a given hour, stopped at certain times,

and arrived within three minutes of his schedule, regardless of weather conditions.

He attributed much of the success of the running to the use of Globe tires, which during the entire month did not once call for a road stop. In talking to President J. D. Liner of the Globe company this motorist said that one of the tires has already traveled 13,000 miles, which is perhaps one of the most remarkable tire records made. The three other Globe tires on this car have run 8,000, 5,000 and 8,000 miles respectively, and while there is indication of wear the owner expects to equal the record of the first Globe he bought.

KEYSTONE GUARANTEE RAISED

New 6,000 Miles Instead of 4,000, as Heretofore.

Important announcement made by the Keystone Tire and Rubber Company:

Keystone tires will hereafter be unconditionally guaranteed for 6,000 miles. This larger guarantee is now given in lieu of the former guarantee of 4,000 miles, which has proved entirely inadequate according to all records of the mileage given by these famous tires.

The tires themselves have been changed in no way whatever, but the former guarantee was so low in comparison with the actual mileage of the tires that in raising the guarantee to 6,000 miles we are only doing justice to the performance of the tire.

Considering the extremely low prices at which Keystone tires are sold, it was not until now deemed advisable to raise the guarantee. Six thousand miles is by no means an excessive guarantee for Keystone tires and it is expected that there will be only a very slight increase in the percentage of adjustments on the basis of the new guarantee as the real mileage of these tires is greatly in excess of 6,000 miles as proven by actual tests.

FULTON OFFICES IN FORD BUILDING.

Sales and executive offices, including the office of the advertising manager of the Fulton Motor Truck Company, have been located in the Ford administration building at Broadway and Fifty-fourth Street, New York. The Fulton Motor Truck Company will remove the offices from the tire factory at Farmingdale to the heart of the automobile district. An entire floor in the splendid Ford building has been taken, and in addition to the administrative offices the company will display the Fulton truck line.

TIRE EXPERT GIVES HINTS.

Tells Motorists to Inflate Jacked Up Tire to Full Pressure.

It is customary among automobilists when they pump air into a wheel which is jacked up not to pump up to the required pressure, but to allow a few pounds for the weight which will come on the tire when the jack is removed.

This is bad practice, says an expert from the United States Tire Company's laboratories, for careful experiments show that the weight of the car on the tire does not add even a fraction of a pound to the air pressure made a tire. Consequently the United States Tire Company advises motorists to inflate their tires to the recommended pressure, whether the wheel is jacked up or not.

While on the subject of inflation, motorists should again be warned that the notion which has gained wide belief among automobilists that the heat of a summer day expands the air inside a tire to such an extent that the tires do not need to be blown up to the same point as in winter is an utter fallacy. Experiments show that it takes terrific driving for a considerable period in such a race as that at the Indianapolis speedway to generate enough heat to raise the air pressure in a tire five or six pounds. The expansion in a car driven at an ordinary rate on a hot summer day is so slight that no allowance should be made for it when the tire is pumped up.

M'GUIRE NEW SALES HEAD.

Van Patten, Inc., Executive Goes to Carlisle Tire Co.

With the momentum that the Carlisle Cord Tire Company is getting and with its factory at Stamford, Conn., practically an accomplished fact, it is gradually building an organization of men known to one another and whose capacity and efficiency have been demonstrated.

This week, as general sales manager and advertising director, Clarence V. McGuire, up to now vice-president of Van Patten, Inc., the advertising agency, was selected. McGuire is no stranger to the tire business, having seen long service in the advertising department of the United States Tire Company in the days when J. M. Gilbert, now one of the controlling factors in Carlisle affairs, was general manager.

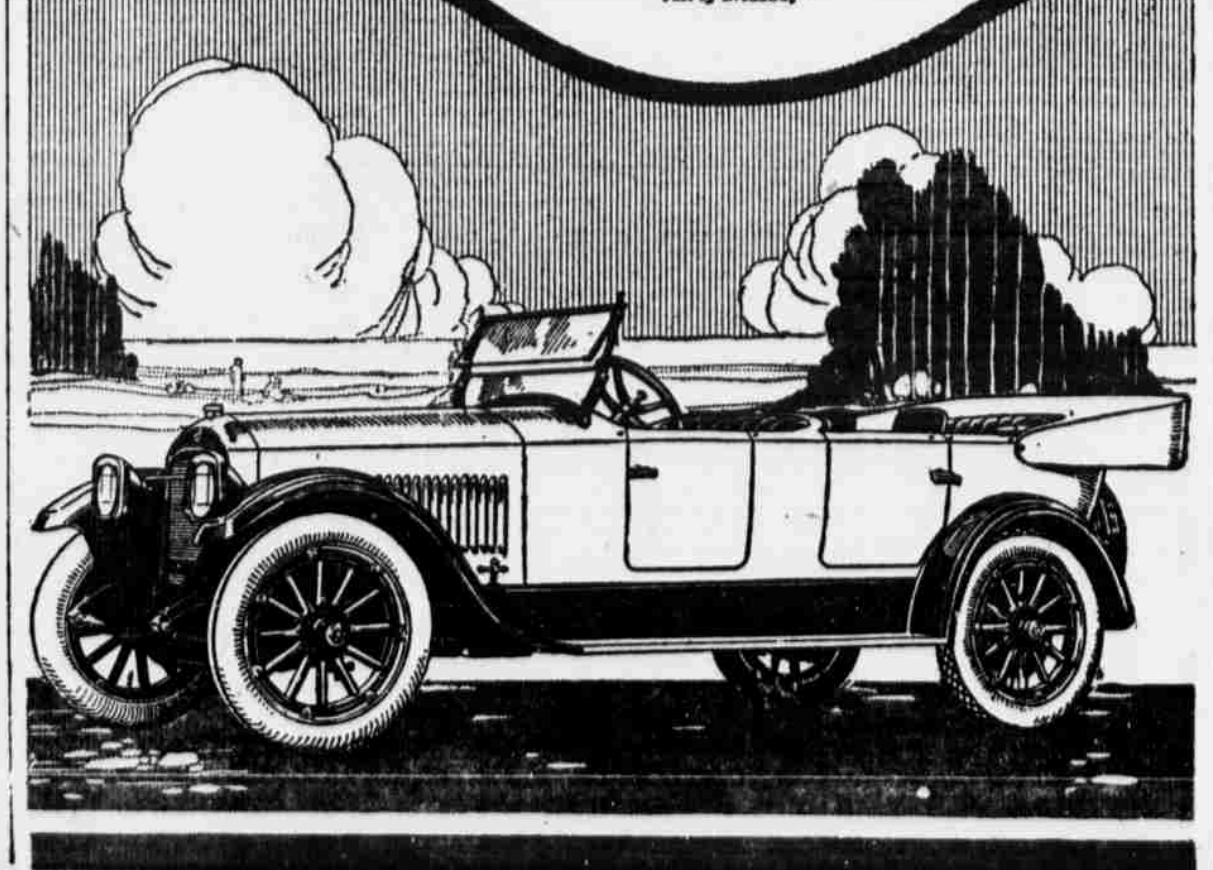
Thereafter he successfully and successfully handled the advertising of a number of automobile companies, scoring a notable success in a merchandising way. Incidentally he has handled Carlisle advertising from the first, and is, therefore, thoroughly familiar with the ideas and ideals of the company with which he is now associated. In entering the organization he becomes a director with the other associates of the company and a member of the executive board. Temporarily he will have his offices in Andover and New York. As soon as the Stamford factory is completed, however, he will make his headquarters there.

THE NEW Studebaker BIG-SIX

A CAR of attractive and artistic design with a 60 hp. motor always within your control, perfectly balanced chassis of remarkable solidity, 126-inch wheelbase, insuring generous body proportions, genuine hand-buffed leather upholstery, outside and inside door handles, Gypsy-type top with plate glass windows, curtains opening with doors, glove box and extension light in tonneau, silver-faced jeweled clock, magnetic speedometer, 33 x 4 1/4 cord tires.

The Studebaker owned and operated Service and Repair Station is conveniently located in the heart of Manhattan—and it is every Studebaker owner's assurance of careful, efficient attention at all times.

The Studebaker Corporation of America
Broadway at 56th Street
Service and Repair Station 219-23 W. 77th St.
"Just off Broadway"



GRANT SIX

5-Pass. Touring \$1120 5-Pass. Sedan \$1645

5-PASS. DEMOUNTABLE SEDAN, \$1420. F. O. B. Cleveland

Our Service Goes With Each Grant

Backed by our liberal service, a definite policy with every Grant Six sold, you will get a car unusually economical, comfortable and dignified. More people are realizing this fact every day.

IMMEDIATE DELIVERIES

L. W. MULFORD CO., Inc.,

BROADWAY AT 61st ST. Phone Columbus 8077

BROOKLYN Salesroom and Service Station, 800 Sterling Place. Phone Decatur 4000.

BETHLEHEM

What you ship, and where you ship it, is of little consequence to a Bethlehem Truck. When you send out a load, you know that it will get there—right.

1 1/2 ton chassis \$1965 2 1/2 ton chassis \$2365 3 1/2 ton chassis \$3465

F. O. B. Allentown, Pa.

GRAHAM BROS. SALES CO. of New York, Inc.

Service Station, 605 W. 51st St. W. O. Crabtree, 1890 Broadway.

BETHLEHEM Internal Gear Drive MOTOR TRUCKS

Complete your Ford with a Stewart SPEEDOMETER and Instrument Board

\$13.00 complete



You KNOW the Stewart Speedometer is Best

Well, so is the Stewart Instrument Board!

Only one that fits instantly into place without the use of screws, bolts or clamps. No holes to cut. No marring of car.

Makes your Ford a better car in 3 ways:

1. Gives you the most dependable speedometer ever built. Stewart's superiority is unquestioned.

2. Instrument Board dresses up your Ford. Fills that vacant space beneath windshield. Other devices can be installed on it.

3. Takes all vibration out of steering wheel, over even roughest roads, because it locks between edge of windshield and steering column. An exclusive Stewart feature.

Have your Stewart Speedometer Outfit installed by our local Service Station or any reliable dealer.

Stewart-Warner Speedometer Co'n, Chicago.

Stewart Equip Your Ford Car today!